

QUARTERLY PERFORMANCE REPORT

From: Oct 1, 2008 To: Mar 31, 2009

Submitted by: Population Services International Vietnam
Program title: Social Marketing Prevention and Supportive Services in Vietnam
Cooperative agreement No: GHH-I-02-07-00062-00
Date of submission: April 29, 2009
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I. PROGRESS TOWARD OBJECTIVES AND PROJECT INDICATORS

Program Administration, Operation and Logistics

- During the reporting period, PSI finalized sub-contract agreements with all provincial government partners in the 7 PEPFAR priority provinces (Hanoi, Hai Phong, Quang Ninh, Nghe An, HCMC, Can Tho, and An Giang).
- Provincial AIDS Centers (PACs) and Provincial Health Departments (PHDs) conducted 5 advocacy meetings with District's Government authorities and owners of high-risk establishments (non-traditional outlets – NTO and entertainment establishments – EE) to get their support for the HIV prevention interventions, including the condom social marketing program.
- During the quarter, PSI met with other PEPFAR partners (Abt Associates, Chemonics) to explore collaboration and partnership opportunities. PSI will be working closely with the HPI project (Abt Associates) on the 100% CUP initiative in An Giang. PSI will also collaborate with Chemonics to roll out the Workplace Initiative in high-risk settings and to explore linkages with the current Male Client project and condom social marketing program. Till date, PSI has shared its research documents and lessons learnt from the male client project & condom social marketing activities to inform the 100% CUP initiative. PSI also shared its research documents (design, questionnaire) and communication materials with Chemonics to assist with their program activities.
- As part of the PMTCT program, PSI established several local partnership with governmental and community based organizations to reach women at the community level.
- PSI received the Representative Office license in November 2008. This license allows us to expand the scope of our programming in Vietnam, to recruit additional personnel and set up project office in HCMC.
- The project office in HCMC was set up. PSI added 2 new staff in the HCMC office.
- The program updated mapping data for MARP sites (EEs for male client sites, MSM and SW hotspots for various program interventions).

1. Prevention/Other Behavior Change

Result 1: Increased use of HIV Prevention Products (male condoms, water-based lubricants, and female condoms)

Overview (Highlights, Key Achievements)

During October 2008 - March 2009 period, the program sold **1,849,848 Number One male condoms** in 7 PEPFAR priority provinces through its condom social marketing program. This sales volume represents 53% of the annual sales target (3.5 million condoms) for *Number One* condoms. *Number One* condoms were sold in **4,936 non-traditional outlets** (NTOs) since the launch of the condom social marketing program in October 2007. During the reporting period (Oct 2008 to March 2009), over **2,358 NTOs** bought condoms from PSI's sales team.

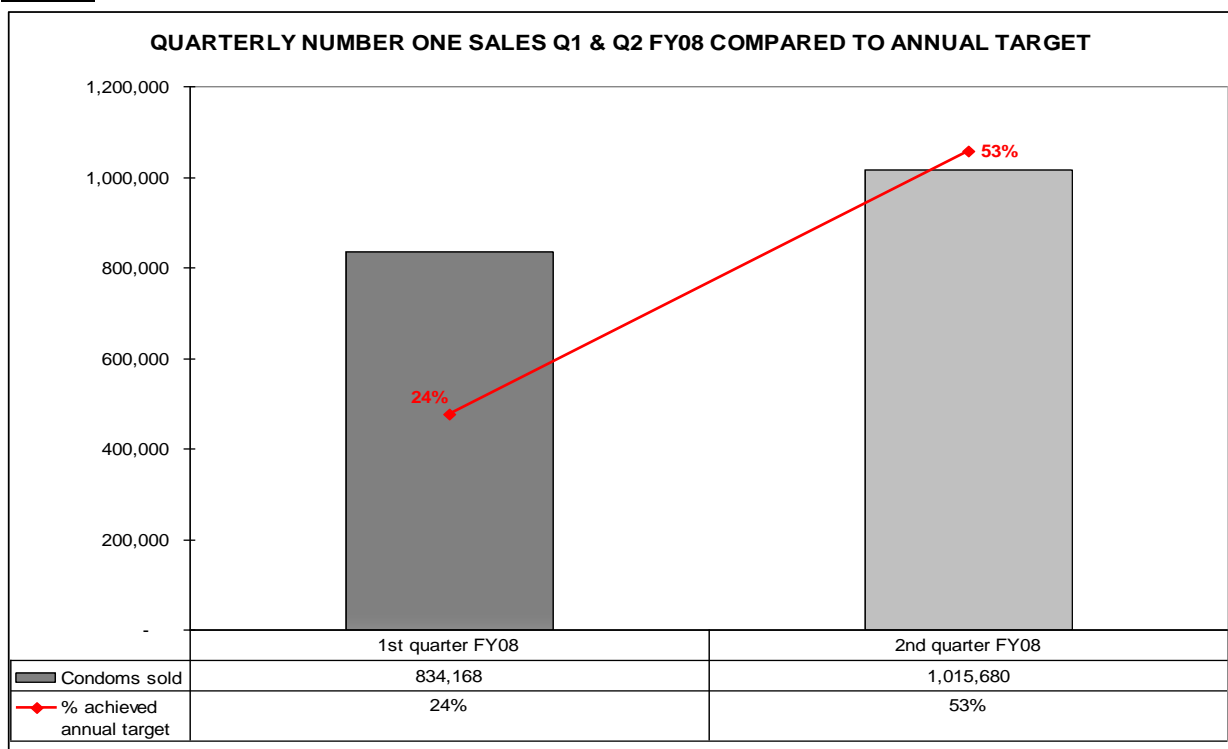
The program also sold **92,304 Number One Plus lubricant sachets** (co-packaged with *Number One* condoms) in outlets such as pharmacies, bars, clubs and select cafés in MSM and SW hot spot areas. This sales volume represents 37% of the annual sales target (250,000 lubricant sachets).

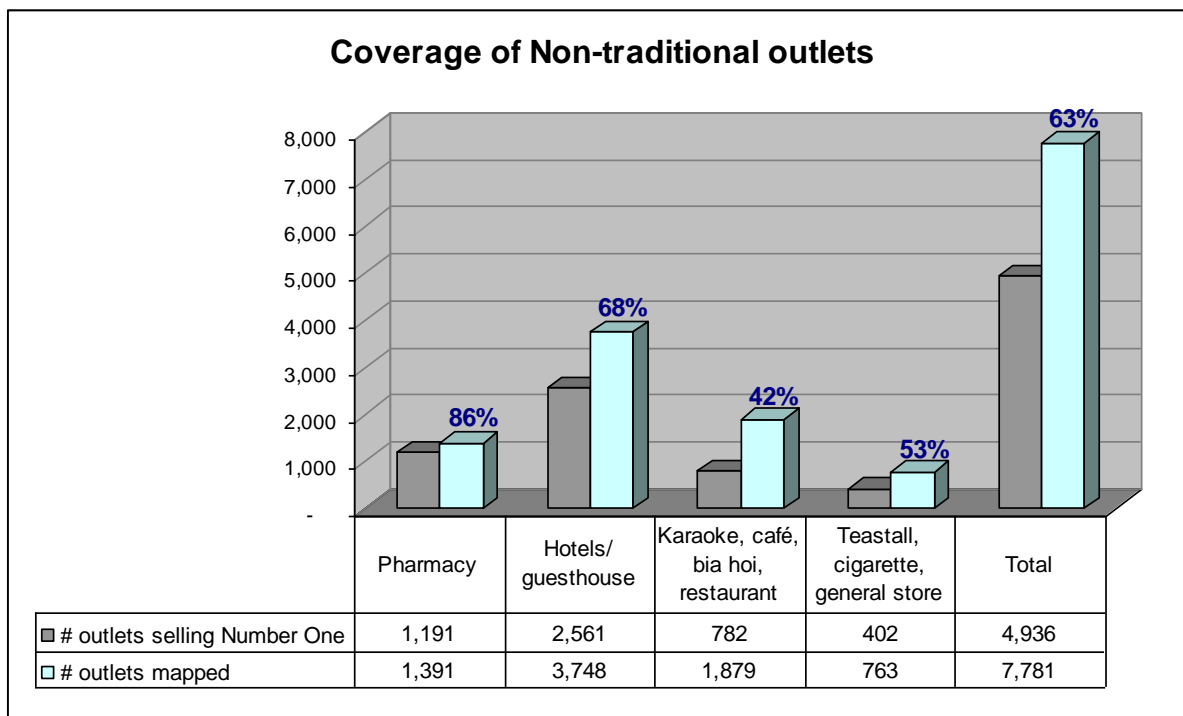
As part of the intervention targeting sex workers who are drug users (including injecting drug users) in Hai Phong and Quang Ninh, the program distributed **5,500 Care female condoms** (110% annual target).

PSI established new distribution partnerships with 7 provincial sub-distributors and one national distributor to improve condom distribution efforts and enhance the efficiency of its distribution network. This will improve management of product flow, stock levels and local efforts to increase coverage of NTOs and EEs. PSI also implemented a series of sales promotion campaigns to improve condom availability in high-risk areas and in non-traditional outlets.

During the reporting period, PSI developed a new communication campaign for *Number One* condom to improve consistent condom use among male clients of SWs. The communication strategy for the new campaign was the result of one-week training workshop on Marketing Planning Process (MPP) conducted in November 2008 for key programmatic staff. The objective of the MPP workshop was for PSI staff to review the *Number One* program implementation during the last year, ensure evidence-based programming through the use of existing research and apply PSI's Behavior Change framework to develop marketing strategies and plans for the next phase of the *Number One* project. PSI's MPP covers the 4Ps, including marketing and communications (mass and mid-media, and interpersonal activities) and sales and distribution activities.

Charts:





Highlights: Narratives Based on Approved Work Plan

- Conducted sales promotion to improve relationships with the top 403 NTOs across PEPFAR provinces.
- Recruited a local research agency to implement a comprehensive Retail Universal Mapping study across PEPFAR provinces to verify existing NTOs and identify new NTOs. This includes details of all relevant outlets across the 7 provinces.
- Developed a strategy to target male clients at EE through a series of edutainment events in all 7 provinces to promote generic condom messaging and the *Number One* condom brand. These edutainment events will also be launched in April 2009.
- Conducted sales promotion (free shampoo sachets) to improve condom purchases by hotels and guesthouse owners. The objective of the promotion was to increase bulk purchases among hotel and guesthouse owners.
- Conducted a Direct Sales Campaign through the Promoter Teams in entertainment establishments (EE) to increase access to condoms among male clients of SWs in these high-risk sites.
- Conducted a similar Direct Sales Campaign targeting MSM hot spots, including MSM clubs, bars and cafés to promote *Number One Plus* lubricants (co-packaged with condoms).
- Distributed *Number One* New Year calendars to 1,300 key NTOs in December to improve visibility of condom messages and *Number One* brand among the outlets owners and customers.
- Conducted targeted promotion activities, such as a Poster Placement campaign, to increase brand awareness and promote positive brand attributes. PSI worked with a local media agency to identify placement opportunities for *Number One* posters in high-risk areas based on mapping of NTOs and EEs. Thirty thousand posters were placed across PEPFAR provinces during the reporting period.

- A similar Poster Placement campaign was implemented for *Number One Plus* in high-risk areas mapped for SW and MSM. Five thousand posters were placed in Hanoi and HCMC during the reporting period.
- Implemented the Mystery Client Campaign in December 2008 in across PEPFAR priority provinces. The campaign encouraged hotels and guesthouses to stock condoms and promote condoms to their customers.
- Recruited one new tele-sales position in HCMC branch office. This position will help verify mapping data of NTOs in the southern region. The tele-sales person helps book orders from small NTOs to improve condom access in strategic locations.
- PACs conducted 5 advocacy meetings with NTO owners in Quang Ninh and Nghe An provinces to get their support for condom social marketing in their venues.
- Distributed IEC materials (*Myth and Fact* leaflet to address barriers to condom use) and IPC tools (*Dos and Don'ts* flipchart to promote correct and consistent use) in EEs as part of interpersonal communication activities targeting male clients of SWs. These materials were distributed through networks of peer educators and outreach workers under PACs to promote condom use targeting SWs, MSM and IDUs.
- Distributed customized IEC materials on condoms and lubricants (brochures, comic strips) to address key barriers to consistent condom use among SWs and MSM to promote the use of lubricants with condoms. The IEC materials were distributed through Promoter Teams and organizations working with these groups.
- Continued female condom promotion and distribution activities among SWs (including SWs who inject drugs) in Hai Phong and expanded the project to Quang Ninh province in January 2009.

Lessons Learned/Constraints:

- During the reporting period, there was significant increase in free condom distribution in non-traditional outlets. The sales team reported availability of brands such as VIP, *Chim Sao* among others in hotels and guest houses. As free condom distribution tends to be sporadic and unsustainable, this is likely to affect the feasibility of the social marketing program.
- Maintaining an updated list of non-traditional outlets is challenging. The current outlets mapped for sales targeting tend to change over time. As part of lessons learnt, PSI is now in the process of developing a detailed database of all relevant outreach in 7 priority provinces. The NTO mapping exercise is conducted by an external research agency and will be completed by mid-May 2009.
- Selling *Number One Plus* to pharmacies in hotspot areas, NTOs and MSM hotspot is very challenging. Off-take from outlets to end-user is very low. This is due to low awareness and knowledge levels around water-based lubricant. A campaign to increase product awareness and off take needs to be launched in the next stage.
- Integration between the PACT-funded Male Client project and the condom social marketing program allows for promotion and sale of condoms in EEs such as *bia hoi* and *quan nhau*. Condom sales activities are supported by interpersonal communications activities.
- The Direct Sales Campaign in EEs has helped target male clients of SWs during high-risk times. Venues for the campaign are carefully selected and customized by region (*quan nhau* in the South and *bia hoi* and café in the North).

Explanation/Justification Where Achievements Exceeded/Fell Below Target:

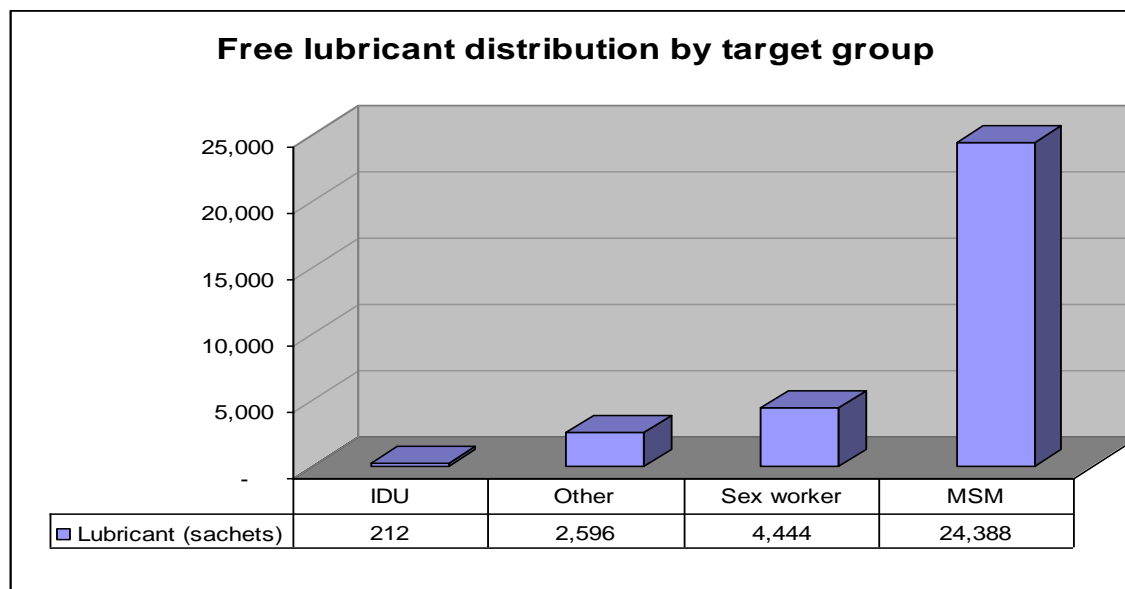
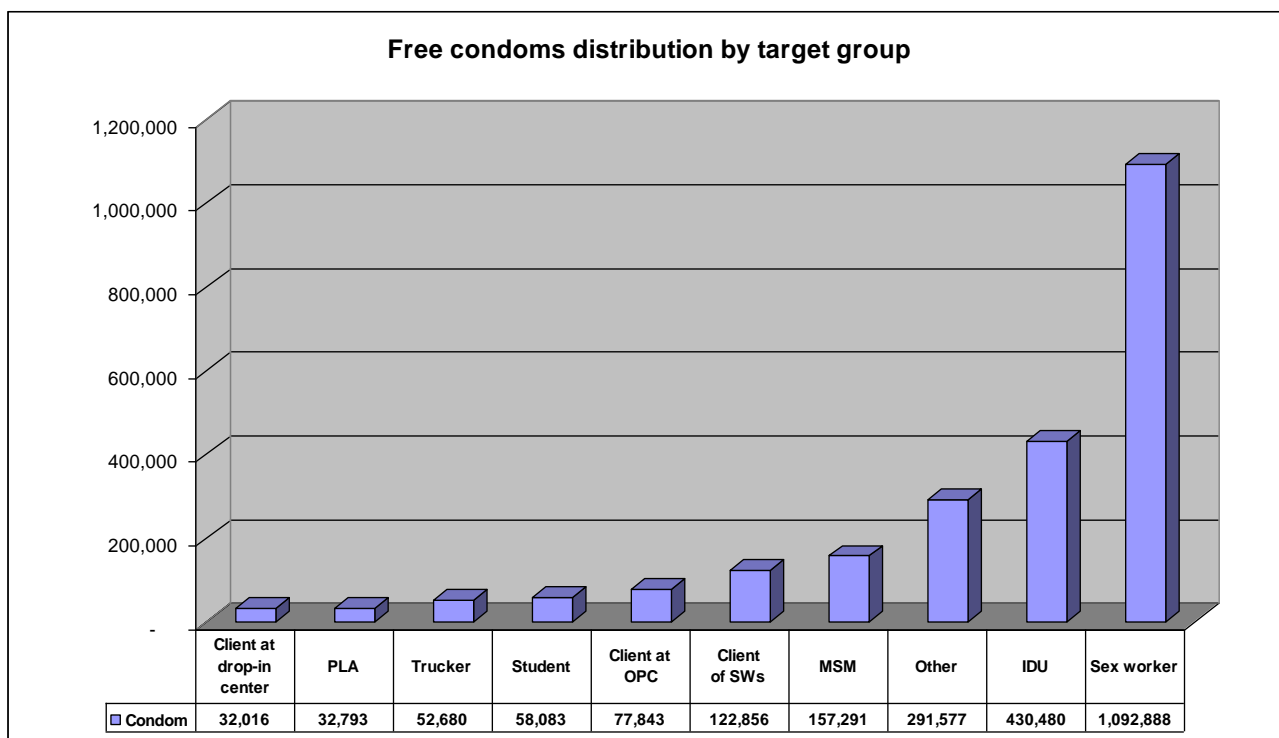
- During the reporting period, PSI met and exceeded the targets. The program is on track to meet the annual sales and product distribution targets.
- Sales volume targets are on track. It is expected that the sales volume will significantly increase in the next quarter (due to favorable weather conditions). It is likely that the program will exceed targets for Number One condoms and has already exceeded the annual target for female condoms. However, PSI has fallen below its target of *Number One Plus* sales in the past six months. New sales promotion campaigns to promote *Number One Plus* are planned for the next quarters.
- The coverage of NTOs exceeded the target. This was due to the steady investment of sales resources (regular follow up, targeted promotions etc.). However this is coverage over a period of time (based on analysis of active/inactive outlets). There is also need to monitor on-going coverage i.e. condom availability at all times. The current NTO mapping exercise will help confirm availability of condoms (and *Number One* condoms) in all non-traditional outlets mapped in 7 provinces. This will help establish a baseline for monitoring future levels of coverage and inform the distribution surveys planned in the 2nd year of the project.
- All activities proposed for the first two quarters in the approved work plan were completed.

Plan for Next quarter:

- Roll out of the new *Number One* campaign to target male clients of sex workers.
- Share results from the NTO mapping study with USAID and other stakeholders (VAAC etc.)
- Use findings from the NTO mapping study to improve coverage and enhance current distribution network (optimize sales route plans, improve current monitoring systems etc.)
- Continue to implement strategic and targeted sales promotions to increase universe of sales outlets and improve stock levels within key outlets types (i.e. hotels and guest houses).
- Improve presence of condoms (brand visibility and product availability) in high risk EEs (with direct linkages with the Male Client project)
- Sales training to build capacity of sales team (selling skills with different modules)
- Free distribution of promotional items (*Number One* clocks) to improve visibility of condom messages and *Number One* brand in hotels and guest houses.
- *Number One* condoms Promotion Team campaign in EEs to increase access to condoms among male clients of SWs at these high-risk sites.
- Targeted campaign among SWs to improve condom stocking (especially in Do Son, beaches in Nghe An). In addition to this, based on the findings from the SW Behavioral Survey, PSI's sales team will also target 'café vuon' in An Giang and Can Tho as a high proportion of SWs reported meeting their clients in these venues.
- Mystery Clients Campaign to improve the availability of condoms in these NTOs and to encourage hotel and guest-house owners to promote condoms to their customers
- *Number One Plus* promotion and marketing campaign to increase brand awareness and off-take.
- Develop new communication materials for *Number One* condoms, focusing on new phase campaign's messages. This will be integrated into the comprehensive communication program targeting male clients of sex workers.
- Implement mid-media events in entertainment establishments.

Targeted distribution of free commodities through PEPFAR partners:

- During the reporting period (Oct 08 – Mar 09), PSI distributed 4,570,980 *Protector Plus* condoms, 224,300 *Number One* condoms, and 100,000 un-branded lubricant sachets for free distribution among 12 PEPFAR partners.
- PSI worked closely with USAID and Vietnamese government partners (VAAC, Ministry of Health, and Ministry of Finance) to complete importation and customs clearance of 3 million un-branded lubricant sachets and additional 576,000 *Protector Plus* condoms.
- Conducted a coordination meeting with USAID for all PEPFAR condom partners in March 2009. The objectives of the meeting were to better understand how partners develop annual and quarterly distribution plans; receive updates on first quarter distribution; understand challenges they encountered in free distribution and hear suggestions and improvement areas for PSI to better support their free distribution efforts. The meeting was helpful in ensuring partners understand the need for coordination, reporting and better planning.
- During the last quarter, USAID approved PSI to distribute additional condom requirements for the PACT partners for their care & treatment activities.
- Established a new warehouse in Hanoi to accommodate the increase in free product distribution planned by USAID for PEPFAR partners.
- During the reporting period, PSI's Admin department finalized the Inventory Manual. This includes updated inventory management systems and warehouse operations (to include new products and new warehouses).
- All distributed *Protector Plus* condoms have the stickers with a line of "free condoms, not for sales" and other relevant information in Vietnamese as per VAAC requirement.
- Prepared an updated report on free condom distributed done by the PEPFAR partners during the reporting period. Charts included in the Annex 1. provide an overview of the free condom distribution by partners, by province, by setting/site and by target group. This is based on reports completed by partners for the reporting period.
- Continued to provide technical assistance and support to all PEPFAR partners to forecast and report on free condom distribution. The current MIS forms were revised to reflect all types of partner activities, including care and treatment partners to ensure correct and consistent reporting and to determine estimates for next quarter distribution.



Note: Additional charts of details of free condom distribution (by province, by partner) are included in the **Annex 1: Free Distribution Updates (Result 1: Increased use of HIV Prevention Products (male condoms, water-based lubricants, and female condoms) of the report.**

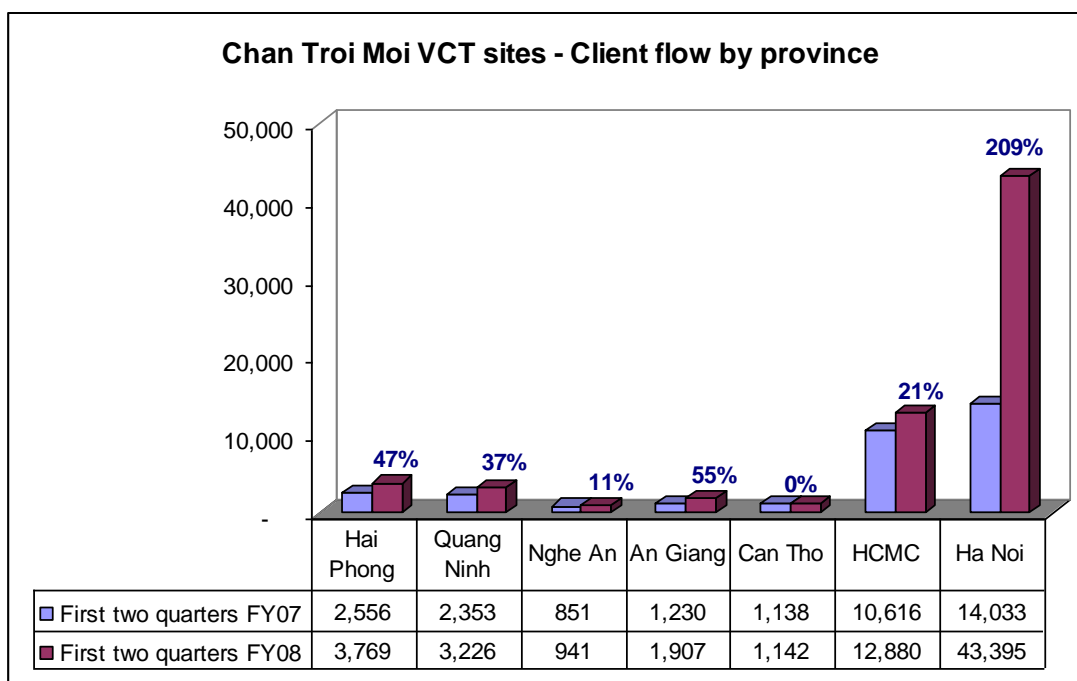
2. Counseling and Testing:

Result 2: Increased Access To and Uptake of Voluntary Counseling and Testing (VCT) Among MARP

Overview (Highlights, Key Achievements)

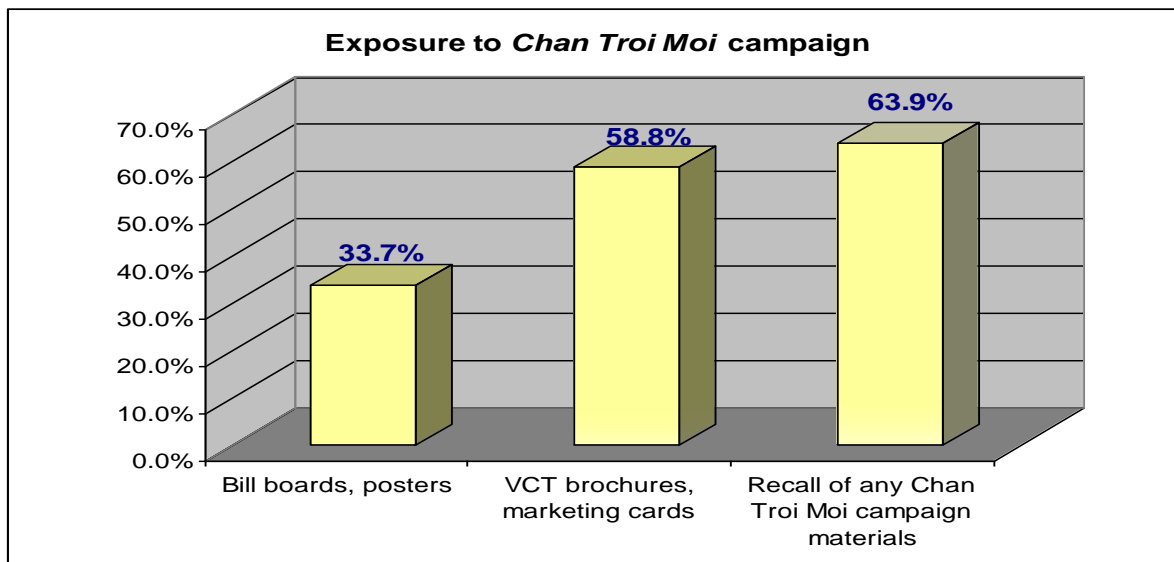
Based on discussions with PEPFAR (CDC and USAID), PSI also revised the current VCT client questionnaire form to better measure the exposure to the *Chan Troi Moi* communication campaign. The new questionnaire also includes behavioral questions to allow further analysis of VCT clients by type of MARP group. The new questionnaire has been approved by all PACs and VCT sites and will be applied to all project VCT sites from April 2009.

During the reporting period, PSI continued to use the current MIS to collect information on VCT client flow at the site and province level.



As a result of the *Chan Troi Moi* campaign and on-going marketing and communication activities (and other factors involved in VCT service delivery) in addition to significant efforts by the VCT sites to enhance their services, client flow at the branded VCT sites increased by **105 %** over the October 2008 to March 2009 period compared to the same period in the previous year. Currently our *Chan Troi Moi* campaign supports 62 VCT sites. However, all VCT sites are not able to provide historical data for same period last year. The increase in client flow is limited to 33 VCT sites that have detailed historical data from the previous year. It is important to note that the increase in client flow cannot be attributed to any one factor, including the *Chan Troi Moi* campaign. PSI continues to get detailed feedback from each site to understand factors that influence the increase or decrease in client flow. Refer to Annex 2.1 worksheet for detailed feedback from some of the major VCT sites in the 7 provinces. Based on this feedback, PSI is currently in the processing of revisiting the overall communication strategy to better support VCT sites and promote increased uptake of VCT services among MARP groups.

In addition to VCT client flow, PSI also measures VCT clients' exposure to *Chan Troi Moi* campaign. The below figure is based on responses from 14,535 completed questionnaires among VCT clients at *Chan Troi Moi* sites for the first 6 months of FY08.



Highlights: Narratives Based on Approved Work Plan

- Continued targeted placement of the *Chan Troi Moi* campaign in outdoor media (billboards, bus stops) in high-risk areas. The list of high-risk areas was updated based on information provided by PAC/PHDs and other PEPFAR partners. PSI continued to support 66 VCT sites in 7 PEPFAR provinces.
- Follow the success of Web-based advertising, PSI worked with local agencies to implement electronic banners in 3 popular websites for male clients and 3 MSM websites to promote *Chan Troi Moi* VCT services in March 2009. The Google Analytics tool was used to independently monitor not only the number of times the VCT banner was clicked but also total number of IPs by website during the advertising months. A total of 46,650 people accessed the campaign web advertising across the different websites (29,189 IPs from www.24h.com.vn; 5,616 IPs from www.baobongda.com.vn, 8,125 IPs from www.vnexpress.net, 779 IPs from www.thegioithu3.com; 2,894 IPs from www.boyvn.com; and 47 people from www.adamzone.com)
- During the reporting period, PSI implemented the “National HIV Testing Month” promotion campaign in all 7 PEPFAR provinces in coordination with its local Government partners. The National HIV Testing month was themed: *Chia Se Niem Tin, Giu Gin Hanh Phuc* (Share Hope, Protect Happiness). This month-long campaign included comprehensive communication activities, including mass media (outdoor, print, websites), mid-media (events at community level) and interpersonal communication activities. The campaign was integrated in all national and provincial government activities for World AIDS Day.
- Activities from the National HIV Testing Month campaign included:
 - Print media: 30 VCT month advertisements were placed in major national newspapers. The campaign was covered in 9 press reports and 28 newspaper articles during the month.
 - Web-based advertising: Electronic banners were placed in 4 popular websites to promote *Chan Troi Moi* VCT sites. Online banners provide site addresses and other details for all *Chan Troi Moi* sites in 7 PEPFAR provinces. Over 80,000 clicks to the campaign messages across the different websites during December 2008.
 - Outdoor media for ground level presence: street banners, posters and flyers promoting *Chan Troi Moi* VCT services were placed in strategic sites in Hanoi and HCMC to raise awareness of the National Testing Month campaign.

- Small Events: 20 small events were conducted in high-risk sites and VCT centers in Hanoi and HCMC every Saturday during December 2008. Events employed an edutainment strategy, combining entertainment with information about HIV and *Chan Troi Moi* VCT services. A total of 11,894 people participated in these events.
- Support to PACs: A VCT package for peer educators (uniforms for promotion month, *Chan Troi Moi* materials and promotion materials developed for the National Testing month campaign) was distributed through PAC/PHDs across PEPFAR provinces. Nearly 18,000 posters were placed in hotspots by PAC/PHD's network of outreach workers and peer educators, 86,500 VCT brochures and 119,000 VCT marketing cards were distributed to the target groups during December 2008. In addition, 650 VCT T-shirts and 700 VCT jackets were provided to outreach workers and peer educators and 2,000 VCT bags were given to MARP groups.
- Community-based special events were conducted to promote National Testing month campaign and support for VAAC for World AIDS Day. Activities included:
 - VAAC organized a special event to celebrate World AIDS Day (WAD) on November 30. This event and related activities were broadcast on VTV and O2 TV television channels. *Chan Troi Moi* campaign messages, along with the National HIV Testing month campaign, were advertised during the television programs.
 - Quang Ninh PAC organized a special event with the participation of 500 workers in the industrial zone in Ha Long to promote *Chan Troi Moi* VCT services.
 - An Giang PAC organized a special event (music show) in a crowded area near an EE in Long Xuyen city to celebrate WAD. The MC at the event covered a range of different topics related to HIV/AIDS and VCT services. The events included interpersonal communication games and VCT gift items for participation. Over 1,000 people attended the event.
 - Hai Phong PHD also organized a similar WAD event in Youth Culture House with 300 participants. After the event, a big group of 80 IPCs and PAC peer educators, conducted a road show around Hai Phong and distributed *Chan Troi Moi* VCT materials to the crowd.
 - Can Tho PAC conducted an extensive road show to promote VCT messages and distributed *Chan Troi Moi* VCT materials during the show.
 - Ha Noi PAC conducted a special event in Nghia Tan Culture Palace to promote *Chan Troi Moi* VCT sites. This event was attended by 250 participants.
 - HCMC PAC integrated VCT promotion into three WAD events conducted in District 5, District 10, and Tan Binh district with VCT outdoor ground level messaging, and distribution of VCT materials and promotional items. They also conducted a Q&A competition sessions with VCT topics.
- Focus on VCT promotion at EE settings (targeting male clients of SWs) during VCT Month included: IPC teams integrated *Chan Troi Moi* VCT messages as part of their targeted outreach activities among male clients of sex workers in six PEPFAR priority provinces (Hanoi, Hai Phong, Quang Ninh, An Giang, HCMC and Can Tho).

Lessons Learned/Constraints:

- Need to improve VCT data collection. For this, PSI has started 2 initiatives. One is to collaborate with CDC and Life-GAP to share data on total number of clients accessing VCT across provinces and by site. PSI is waiting for CDC to coordinate a meeting with Life-GAP and FHI to discuss options for data sharing. The second is to improve the questionnaire to get feedback on the *Chan Troi Moi* campaign and measure VCT uptake by MARP groups. As discussed above, the MIS form to measure campaign exposure was revised based on feedback from CDC and additional

behavioral questions included. In addition to this, PSI also conducted a behavioral survey among SWs (and SWs who are IDUs) in 6 PEPFAR provinces. This survey helps measure uptake of HIV testing, including VCT in this MARP group. PSI will conduct similar behavioral surveys among all MARP groups (including IDUs, male clients of SWs and MSM).

- Google Analytics is a useful tool to better monitor the number of visits to each website.
- Partners need to provide regular updates on all information related to VCT sites. This will help the program revise IEC materials and include all new VCT sites in the *Chan Troi Moi* communication campaign. PSI will continue to work with the PAC/PHD in each province to follow up with the VCT partners.
- All VCT sites report a large proportion of client as 'other' in the target group category. It is difficult to break down this data by MARP as the sites are unable to provide further details for these VCT clients. The revised VCT MIS forms developed will help to provide detailed information on VCT client flow, including number of clients by site and by target group. PSI will work closely with the PAC/PHD in each province and the VCT partners to roll out the forms from the next quarter.
- Forward planning for the National HIV Testing month campaign is important. In the future, PSI will work closely with the PEPFAR team, Life-GAP, VAAC and PAC/PHD in each province. PSI will also plan the National HIV Testing month prior to the World AIDS Day campaign.

Explanation/justification where achievements exceeded/fell below target:

- All activities proposed for VCT campaign in the approved workplan were completed.

Plan for Next Quarter:

- Modify PSI's VCT data-base for the new MIS form (for campaign exposure & behavioral questions)
- Continue targeted placement of *Chan Troi Moi* campaign in outdoor media (billboards, bus stops) in high-risk areas.
- Web advertising for *Chan Troi Moi* will be placed on popular websites targeting male clients of SWs and MSM groups.
- Continue to provide IEC materials and IPC tools (VCT leaflets, brochures, marketing cards, and flipcharts) to peer educators and outreach workers under PAC/PHDs to promote VCT among MARP.

3. Prevention of Mother-to-Child Transmission (PMTCT)

Result 3: Increased Uptake of PMTCT Services Among Pregnant Women

Overview (Highlights, Key Achievements)

In Quarter 1 (October – December 2008), PSI expanded implementation of the PMTCT mass media campaign to two additional PEPFAR provinces (Nghe An and An Giang). PSI continued its mass media support for the CDC/Life-GAP supported PMTCT sites in Hanoi, Hai Phong and Quang Ninh. PSI also worked with the provincial government partners (PAC/PHDs) and the project-supported ANC sites to provide IEC materials (posters, brochures, pregnancy calendars, reminder postcards) to **102 ANC sites in all five provinces.**

In collaboration with the provincial partners, PSI started implementing community mobilization activities in January 2009. PSI in partnership with the Women's Union in Quang Ninh started also implementing interpersonal communication to promote PMTCT messages in 20 wards of Ha Long city. This new approach will expanded to additional provinces in the coming quarters. Community

mobilization events and interpersonal communication (IPC) activities help link local community with the larger mass media campaign. These activities are focused in and around areas near project-supported ANC sites. PMTCT communication messages were also integrated into existing SW-IDU outreach activities in Hai Phong.

Highlights: narratives based on approved work plan

- Additional billboards were placed in highly visible areas for women and around ANC sites and hospitals in two new provinces. This includes 2 big billboards and 20 small billboards in An Giang, 3 big billboards and 20 small billboards in Nghe An.
- Print ads were placed in popular women's magazines, including "*Phu nu Vietnam*," "*The gioi Phu nu*," "*Tiep thi & Gia dinh*," and one web ad was placed at www.webtretho.com – a popular website among pregnant women. In less than one month nearly 2,300 people clicked on the advertisement.
- More than 20,000 PMTCT posters were placed in 102 ANC-based C&T services in five provinces (Ha Noi, Hai Phong, Quang Ninh, Nghe An, An Giang). IEC materials (69,200 PMTCT brochures, 70,400 postcards, and 5,000 calendars) were distributed to pregnant women through ANC to promote getting tested for HIV early during the pregnancy. In addition, the IEC materials and promotion items were also delivered to pregnant women through IPC activities and community mobilization events. New PMTCT flipchart was developed to support IPC sessions conducted by IPC network in Ha Long city. This flipchart provides detailed information on the HIV transmission process during pregnancy, importance of testing and additional information on the PMTCT intervention.
- Five (5) community mobilization events were conducted to promote PMTCT services in 3 provinces (Hanoi, Hai Phong and Quang Ninh). Over 235 pregnant women participated in the events.
- One PMTCT training workshop was conducted for twelve (12) SW-IDU outreach workers in Hai Phong.
- One PMTCT training workshop was conducted for 21 Women Union's members in Quang Ninh and after the training they started IPC work to promote PMTCT services to pregnant women in their community. After the first month of implementation, 208 pregnant women were reached by IPCs with IEC materials, promotional items and PMTCT messages.
- The MIS system was revised to improve data collection of client flow by ANC sites. PSI now collects data for project-supported ANC sites in five provinces (Hanoi, Hai Phong, Quang Ninh, An Giang, Nghe An). This includes data on client flow, including breakdown by time of testing (before 28th week or after) during pregnancy and exposure to PSI's PMTCT promotion campaign by channel. Changes were based on feedback from clients at the ANC sites to make the form simpler and self-administered. The new PMTCT questionnaire will be used in all PMTCT supported sites from April 2009.
- Details of the number of women accessing HIV testing is provided in Annex 3 (PMTCT Result 3: Number of pregnant women who received HIV counseling & testing for PMTCT).

Lessons learned/constraints:

- The project must work with the PEPFAR team to identify targets for growth in PMTCT client flow. The objective of PSI's PMTCT campaign is to increase early testing (before 28 weeks of pregnancy) among pregnant women accessing ANC services. However, to measure this it is important that all project supported ANC sites provide client flow information, and record early and late HIV testing.

- The project needs updates from Life-Gap about new PMTCT sites in a timely manner. Expansion of IEC materials and data collection to Can Tho was not started this period, since PSI was not informed in time.
- Regular visits to ANC sites are required to collect feedback and estimates of IEC material requirements.
- Partnering with community-based organizations like women's union helps to reach target group, especially mobile pregnant women.
- Good preparation in advance enabled rapid expansion of the PMTCT program, especially working with local provincial partners, co-operation and support from ANC sites and other key stakeholders.

Explanation/justification where achievements exceeded/fell below target:

In the last six months, PSI has exceeded some indicators:

- During the reporting period, PSI exceeded its PMTCT targets:
 - 33 individuals trained to promote PMTCT services: 21 Women Union's members in Quang Ninh and 12 outreach workers in Hai Phong (target for the first half year FY08 is 10)
 - 235 pregnant women reached through community mobilization activities and 208 pregnant women reached through IPC network (target for the first half year FY08 is 200)
- All activities proposed for VCT campaign in the approved workplan were completed.

Plan for next quarter:

- Expand the mass media campaign to Can Tho province. By next quarter, PSI will implement the PMTCT campaign in 6 provinces (original target of 5 provinces)
- Continue to implement mass media campaign through outdoor media in targeted sites in all provinces.
- Conduct three (3) community mobilization events to promote PMTCT services in three provinces (Hanoi, Hai Phong and Quang Ninh).
- Expand IPC network to promote PMTCT in Ha Noi and Hai Phong in partnership with PACs, Women's Union and Family Planning network.
- Implement mass media campaign through outdoor (billboards, bus stops), print (newspapers, magazines) and electronic (web sites) media to target women of reproductive age in project provinces.
- In the next quarter, PSI will explore potential to engage the local media to print informative articles on the PMTCT initiative and raise awareness of the importance of HIV testing during pregnancy.
- PSI will also explore the potential to develop a television campaign to increase reach among pregnant women in the community. This will help raise overall awareness and knowledge of the program.
- Conduct one training workshop to promote PMTCT services for 12 SW-IDU outreach workers in Quang Ninh.
- Continue distribution of IEC materials and promotional items in all PMTCT sites in all target provinces.

4. Prevention/Other Behavior Change:

Result 4: Reduction in the Demand for Drugs and in Initiation of Injection Drug Use

Overview (Highlights, Key Achievements)

During the reporting period, PSI worked with CIHP (local research agency) to complete a formative study to understand initiation of drug use behavior among male IDUs. Findings from the study were used to adapt the “Break The Cycle” program from Central Asia to the Vietnam context. PSI worked with a local advertising agency to develop the BCC tools and related IEC materials to launch the ‘Break The Cycle’ initiative in Vietnam.

In addition to this, an international consultant (Leah Hoffman) helped develop training guidelines and curriculum for the first BTC training among IDU outreach workers in Hai Phong. The materials were adapted for the local context in partnership with the AIDS Program (local training agency). After the training, BTC messages were integrated into IPC sessions conducted by the trained IDU outreach workers.

Highlights: narratives based on approved work plan

- Based on result from the formative research, a creative brief was developed with all the key insights and sent to creative agency for development. Two creative concepts were selected and will be pretested with the target group and finalized in the next quarter
- A two-day BTC training curriculum was developed covering key principles of BTC model to prevent drug initiation
- The first training for **24 IDU outreach workers** was conducted in Hai Phong in March 2009 in partnership with Hai Phong PHD and PSI’s training agency (AIDS Program). After the training, BTC messages were integrated into IPC sessions conducted by the trained IDU outreach workers

Lessons learned/constraints:

- PAC’s peer educators and outreach workers who attended PSI’s training course are working for other project (Life-Gap). This makes it difficult to monitor the quality of their communication sessions to promote BTC messages after they have been trained.

Explanation/justification where achievements exceeded/fell below target:

- During the quarter under review, PSI exceeded the training target for the peer educators and outreach workers on BTC program
- All activities proposed for BTC program in the approved workplan were completed. There is a slight delay in the roll-out of the communication materials. This will be completed in April 2009.

Plan for next quarter:

- Conduct a dissemination session with the PEPFAR team and other stakeholders (Life-GAP, FHI, WHO etc.) to share findings from the formative study and provide an update on the ‘Break The Cycle’ initiative in May 2009.
- Explore opportunity to integrate BTC model into other partners’ program working with IDUs.
- Finalize communication materials to support the training activities for the BTC intervention.
- Conduct two additional BTC trainings for IDU outreach workers and SW-IDU outreach team in Quang Ninh and Hai Phong

Result 4.1. SW-IDU Intervention Targeting SWs (Non-Users, Other Drug Users and Injecting Drug Users) to Promote Safer Sexual Behaviors and Reduce Risky Injecting Practices

Overview (Highlights, Key Achievements)

In January 2009, PSI expanded the SW-IDU intervention to Quang Ninh. This was done in partnership with the Quang Ninh Provincial AIDS Center (PAC). PSI and the PAC recruited an outreach team and mapped venues to reach SWs who are likely to be drug users. During the first 2 months of the initiative, the program mapped **304 sites in Quang Ninh and reached 673 unique contacts among sex workers**. PSI used the screening criteria (i.e. not reached by any other program in the last 3 months) in Quang Ninh and was still able to reach a significant number of SWs in the first month of project implementation.

PSI continued to implement the SW-IDU intervention in Hai Phong and reached 738 unique contacts among sex workers. In total, **1,225 unique individual contacts** among SWs (including injecting drug users) were achieved during the quarter. The Unique Identification Code system (UIC) helps the project to measure total reach among SWs and number of repeat contacts.

		Hai Phong	Quang Ninh
Total UIC reached	1,225	552	673
Sex workers	1,033	366	667
Sex workers – IDU	157	153	4
Sex workers - ODU	35	33	2

The number of sex workers who are drug users is much lower in Quang Ninh as the peer education activities started in February/March 2009. Sex workers tend to be reluctant to share their drug using habits in the initial stage. This will definitely improve in the coming months.

Highlights: Narratives Based on Approved Work Plan

- Expanded SW-IDU intervention to Quang Ninh Province, including recruitment of outreach team, detail workplan finalized with government partner, SW hotspots mapped, and started peer education activities.
- 32 SW-IDU outreach workers were trained in Hai Phong and Quang Ninh
- Increased total number of mapped sites for SWs and SW-IDUs to 213 sites in Haiphong and 304 in Quang Ninh. 71% and 51% of all sites mapped in the target districts of Haiphong and Quang Ninh were reached respectively. These include street-SW hotspots, bars, karaoke, café, brothels, lodging houses etc.
- Conducted 2,015 IPC sessions with the target group, using a series of BCC tools developed to address major determinants of safer sex and injecting behavior among SW-IDUs.
- Distributed 10,638 *Number One* male condoms, 3,886 *Care* female condoms, and 7,797 *Number One Plus* lubricant sachets, along with supporting IEC materials, such as condom and lubricant leaflets developed for SWs
- Continued to use screening questions for every new contact and only conducted IPC sessions with SWs who are not contacted by any other program during the last three months to avoid overlap with other outreach programs targeting SWs.
- **Please note that the above reporting figures are only for January- March 09 period as narrative report for Oct-Dec 08 period was already submitted to Pact.**

Lessons Learned/Constraints:

- Screening questions are useful to help increase reach among SWs who are not reached by any other programs and avoid overlap with others
- UIC collection can be collected, even with difficult clients and gatekeepers. Once Outreach team establish contact with the target groups and build their trust, SWs are more open to discussion and providing UIC information.
- Client flow is affected by economic downturn. Many EE hotspots have closed, reducing places where SW solicit or meet their clients and creating a challenge for conducting outreach.

Explanation/Justification Where Achievements Exceeded/Fell Below Target:

- PSI exceeded the target for the number of SWs (including SW-IDUs) reached through community outreach program. PSI was able to increase numbers reached as the total number of mapped sites has significantly improved and PSI also has established strong working relationships with entertainment establishment sites and can easily access SWs that are not reached by other programs.

Plan for next quarter:

- Continue intervention targeting SW-IDU in Hai Phong and Quang Ninh
- In partnership with USAID, conduct a dissemination of the SW Behavioral Survey findings among stakeholders to discuss implications for programs targeting SWs. Date to be decided.
- Integrate Drug Demand Reduction topic with SW-ODU group and BTC topic with SW-IDU group during IPC sessions
- Develop new tools for those themes.
- Conduct BTC training and refresher training for SW-IDU outreach teams.
- Update mapping of SW high-risk sites with priority given to sub-urban and street based SW-IDU hotspots.
- Conduct group communication activities with sex workers who use drugs to build up a good relation and expand connection with this target group.

5. Other Specific Program:

Result 5: Increased Capacity of Local Partners to Implement Social Marketing Activities

From October 2008 to March 2009, PSI, in cooperation with AIDS Program (local training partner) and PAC/PHDs, conducted **10 training workshops for promotion of HIV products (condoms) and services (VCT)**. The two-day training workshop is conducted among the PAC/PHD network of peer educators and outreach workers from different projects, including Life-GAP, CDC, FHI, DFID, MDM, and World Bank. The focus of the training is on enhancing peer education and interpersonal communication skills, knowledge about HIV prevention products and services and skills to use IPC tools (flipcharts) and IEC materials (brochures, leaflets, marketing cards etc.).

318 peer educators and outreach workers participated in 10 training workshops during the reporting period. However, 66 participants received repeat trainings in March 2009. This is due to a change in the training agency and also because PSI updated the training schedule. The total number for training will be reduced by the number of repeat participants.

The breakdown by project is:

- 50 peer educators/outreach workers from Life Gap project
- 64 peer educators/outreach workers from CDC project (in HCMC)

- 26 peer educators/outreach workers from DFID project
- 79 peer educators/outreach workers from World bank project
- 21 peer educators/outreach workers from FHI
- 6 peer educators/outreach workers from Global Fund project
- 6 peer educators/outreach workers from MDM project

Lessons Learned/Constraints:

- During training courses, in addition to training peer educators how to promote consistent condom use and *Chan Troi Moi* VCT services by using BCC tools and IEC materials, peer educators were trained on focused messaging and interactive dialogue strategies when they conduct peer education session with target groups.
- PAC's peer educators and outreach workers who attended PSI's training courses are working for different projects. This makes it difficult to monitor quality of their communication sessions to promote consistent condom use and VCT *Chan Troi Moi* VCT services after they have been trained.

Explanation/Justification Where Achievements Exceeded/Fell Below Target:

- During the reporting period, PSI fell below the quarterly training target for the peer educators and outreach workers (84%) as 66 repeat trainees were excluded from the reporting number. This is due to a revised training program applied from Q2 FY08 and there is a need of re-training for some groups of outreach workers and peer educators.
- Training master plan for each PAC/PHD partner was completed.
- All other items in the approved work plan were completed.

Plan for next quarter:

- Update the training curriculum for VCT and condom promotion for SWs based on findings from SW and SW-IDU survey in late 2008.
- Conduct 6 training courses for 180 PAC/PHD network of peer educators and outreach workers in the next quarter.

6. Strategic Information (Including All M&E and Research/Survey/Assessment Activities)

Overview (Highlights, Key Achievements)

- Revised MIS forms and worked with the PAC/PHDs in all 7 provinces to collect VCT client flow data. PSI worked closely with PAC/PHDs to improve data at the site level to improve exposure questions and include additional behavioral questions to conduct analysis by MARP groups.
- Completed data collection and analysis for the Behavioral Survey (TRaC study) among SWs (including SWs who inject drugs) in six PEPFAR provinces. The key findings were presented to USAID and other stakeholders in April, 2009.
- Started NTO mapping survey to verify PSI's current retail universe (active and non-active outlets) and update the initial mapping exercise conducted during launch and to confirm current coverage levels to help set targets for the project. The mapping result will be available in the next quarter.
- Completed report and collected updated MIS reports from all PEPFAR partners for the free condom distribution activities.

- Completed data collection and analysis for the “Break The Cycle” Formative study in two provinces (Hai Phong and Quang Ninh). Work has begun to prepare a top line findings presentation and final report. The finding dissemination is expected to happen in May.
- Completed the concept testing for new marketing campaign for *Number One* condoms targeting male clients of SWs. The findings have been discussed with the program teams to finalize the concept and messages.
- Developed the study design and research instruments for the round two of the Behavioral Survey (TRaC study) among male clients of SWs.
- Completed MIS data collection and analysis for the condom social marketing program. This helps provide detailed information on sales trends by sites and outlet type, impact of the targeted promotion activities and overall coverage of NTOs.
- Set up MIS system to track ‘early’ HIV testing among pregnant women accessing project supported ANC sites. This included revising the old PMTCT forms, collecting historical data (where possible) and an additional questionnaire to measure exposure to the PMTCT mass media campaign.

Lessons learned/constraints:

- Conducting a comprehensive pilot prior to the main survey helped to test the Respondent Driven Sampling (RDS) approach, research instrument (questionnaire) and provided useful lessons for field data collection, i.e. difficulties in SW-IDU recruitment (as this group is more hidden and less connected compared to the general SWs) led to longer data collection time. Other factors, such as police campaigns, rainy season, the limited free time of SWs also make it difficult to recruit SWs and SW-IDUs. However, through the pilot and main survey, RDS method proved to be feasible and effective for recruiting hidden population like SWs and SW-IDUs. These lessons learned will be extremely helpful for PSI in the next surveys among male IDUs and MSMs with which RDS will likely to be used as well.
- Using peer researchers in BTC formative study is a big challenge due to their drug addiction and limited capacity in doing specific research tasks. Thus, CIHP researchers who acted as field supervisors played a key role in recruiting the right people for peer researcher positions as well as making sure the dyads/triads discussions were conducted effectively and efficiently.
- For concept testing using group discussions with a relatively small number of male clients of SWs, the careful screening of respondents before conducting group discussions was very helpful to get an optimal sample and produced strong feedback on the marketing concept. This screening should be continued in the next concept testing to have reliable testing results.
- Greater involvement of program teams and using the findings from the MPP workshop has significantly improved the study design for the upcoming male clients study. All the needs for programming have been discussed and prioritized to ensure the needs for programming are captured in the study design.

Plan for next quarter:

- Finalize the final report for the “Break The Cycle” formative study and organize the dissemination of research findings
- Pilot and conduct the field data collection for the round two of the Behavioral Survey (TRaC study) among male clients of SWs
- Develop the study design for the PMTCT study

- Prepare for the TRaC survey among male IDUs

II. PROBLEMS ENCOUNTERED OR BARRIERS TO IMPLEMENTATION, IF ANY, AND THEIR SOLUTIONS

None

III. INFORMATION ON COST OVERRUNS, IF ANY

None